Bonus: The Revenue Challenge



Full Episode Transcript

With Your Host

Stacey Boehman

Make Money as a Life Coach®, a podcast with Stacey Boehman

Bonus: The Revenue Challenge

Welcome to the *Make Money as a Life Coach*® podcast where sales expert and Master Coach Stacey Boehman teaches you how to make your first $2K, $20K, and $200K using her proven formula.

Hi coaches, I'm back. I'm so excited to be coming to you for my first episode since I went on maternity leave. And I have to tell you, first of all, I just think this is such a flex. I am recording this podcast in my office while my toddler naps in his bed and my baby naps in my office with me. So I can hear her doing a little light snore right next to me. And I'm going to record this podcast and hope I don't wake her up. But that is what I'm doing these days in my life. And for those of you building a business while also having littles at home, I feel you. I really feel you. And it's possible. We can do this.

I have so much to share with you all. I can't even tell you, so many breakthroughs this maternity leave, such a profound, deep experience on all ends of the spectrum, good and bad. But I really want to take some time to come back and really collect my thoughts and share them with you when the time feels right, and all the lessons and all the things that I've learned in a separate episode. But that's not what's happening right now. Right now, I'm not coming back, and everything's about, you know, what I learned on maternity leave. Like, I'm coming back to create money and to help my students create money.

In the next 30 days. I'm just stepping right back into the current, right back into my favorite thing to teach. I think it really is my favorite thing to teach, and I think I'm the best at teaching it. So I want to invite you to create some money with me in the next 30 days through The Revenue Challenge. If you have never heard of this, it is an, I have offered it 13 prior times as part of my 200k Mastermind. So, typically, you cannot access this outside of the 200k Mastermind or the 2 Million Dollar Group, my advanced masterminds.

But I have offered it as part of an advanced course in my Entrepreneur series one time before last October 2024. And I'm going to offer it just one more time this November 2025. So this is the second time I'm opening it up to the public. It could be the last. I think it's going to be the last, and I really want you to be a part of it.

Bonus: The Revenue Challenge

I want to teach you how to create money in 30 days. Any amount that feels possible to you. Okay, in the, in the 200k Mastermind, we call it the 25k in 30 Days Challenge. Although, as the group has grown and expanded, we kind of call it The Revenue Challenge inside there as well because some people are doing 10k and some people are doing 50k. So there's a range. You get to choose.

And I just tell you ahead of time, we actually coach on this in the challenge, but I tell you ahead of time, any amount that feels possible for you, that you can take seriously in a 30-day period. That your brain sees as possibly achievable, and that will offer you small steps to achieving that. It might also offer you big steps. I coach on that in the challenge, too. But something, an amount that you will commit to and work hard to achieve.

And I want to tell you, I keep thinking about this. It's every round for the last since 2019, however many years that is, seven years. I have thought about this challenge. I have taken new groups through this challenge. I have had my entire maternity leave to think about this challenge, knowing it was coming up for myself, but also for my students. And I genuinely believe that this is, when I think back even to my own business, one of the most important skill sets that you can develop.

Anyone can think a certain amount of money is possible in an infinite time period. Right? Think about it. Like when we in January, when you set your goal and you have the whole year to achieve it, your brain's going to be like, yeah, I could do 100k. Yeah, I can do 500k. Yeah, I can do a million. But then, three months in is where I start seeing people cave. Six months in, cave even more. Nine months in, they've given up completely.

And I would check in with that with you. Like, are you on track for your goal this year? You might be. And let's surpass your goal then. But if you're not and you've already given up, like that's something to notice because it's really easy to be committed and to believe that it's going to happen when you have either a very long period of time, like a year, or an infinite period where you're like, one day, I'm going to do that.

Bonus: The Revenue Challenge

But putting a, but putting a 30-day time frame on it shows you everything actually required to do it. That's why we put the time frame on it, is it shows you what's actually required. And what's going to happen, why I call it the challenge, is because everything is going to come up as to why you haven't done it yet. And you're going to get to face it head on and overcome it.

So, figuring out how to set a revenue goal that you actually could believe in and take actionable steps toward and achieving it in a finite period, becoming the person who can do this regularly, I believe, is freedom and confidence as an entrepreneur. It means if you think about it, that you'll be able to give your business what it needs, when it needs it, always. It means unexpected expenses, both personal and professional, will not stress you and stop you. You will learn to solve your problems by just creating money, rather than freaking out, being scared, quitting, going and getting another job, taking a loan. Right?

Like I've coached a student this past year, about a year ago, on her brain just goes to like, oh, I'll take a loan. I need money, I don't have the money. I'm going to take a loan. And she's in my 200k Mastermind, and I'm like, no, no, we're going to start training your brain to think, I have a money problem, I need to solve it, I go create money.

And that's such a powerful place to be. This doesn't have to be a hustle place, it doesn't have to be a negative place, it doesn't have to be a place where you're always doing it from a place of being behind. But it is a powerful place to be when you don't let your brain go anywhere else with solving problems, than “I create the money.”

I heard this once, I can't remember who. I actually think I've heard it from many people, but I remember hearing it very early on in my business that you don't have, you, no one ever has a money outflow problem. You have a money inflow problem.

Like we are meant to be abundant. Why not have all the things you ever wanted in your life? Why not have the house that you want? Why not have the beautiful furniture you want? Why not take the vacations you want?

Bonus: The Revenue Challenge

Why not send your kids to private school? Why not buy the clothes that make you feel gorgeous? Why not be able to invest in the personal trainer? Why not be able to afford DoorDash every day so that you can focus on your business and have food delivered to you? Why not have all the things that you want?

You really actually don't have a money outflow problem, a desire problem. Like you're not meant to, oh, the problem is you desire too much. That's actually not the problem. It's that you don't make enough money to support your desires.

And if you believed that was true, if you believed that the solution is to just create more money, then the skill to learn is how to do that on demand, without hustle, without scarcity, without lack. Like, what if you were just a money creator? I have this thing, this challenge, this problem, and I'm going to solve it by creating inflow, by creating money coming in to my business.

What I think you, what you do when you do this, when you start taking your brain to creating money to solving the problem, is you're overriding the process where there is even a problem. You stop spending any energy on not being totally powerful and in control. And you can learn to develop this skillset, again, with service and connection rather than hustle.

And I really want to encourage you to really think about how you change and how your business changes when you figure out how to create money on demand. Like right now, I am thinking about creating $500,000 extra that wasn't in the plan for an investment I want to make in my business. It's a lot of money, y'all.

Like, on top of the money I already make, like the plan for this year was set already. I had my goals, and then I want to invest in my business in the next, I would say at least in the next 12 months, I want to make a $500,000 investment into my business. And I'm like, okay. So how do I solve this? Like I create $500,000 more than I had planned. This does not have to be a hustle experience. And it doesn't have to be for you either.

Bonus: The Revenue Challenge

It can happen in any amount of money. This can be with $5000. Like I've come up with, I remember the first time I had a client ask me to do a VIP weekend, and I'd never done one. And I'm like, I didn't even know what that was. And I'm like, wait, so what do I do on the weekend? And I asked my coach, this was like literally the first year of my business. And I asked my coach, like, what's a VIP weekend? What would I do? Like, the student wants to pay me money. They want to give me money to do a VIP weekend with them. I don't even know where they heard about this, but I don't know what this is. Like, what do I do?

And she was like, well, I could tell you, but really you just need to experience one. Like, if you want to be in integrity with knowing, like knowing how to really put on a powerful one, you have to have experienced one as a client, like as a student. And the profound impact of being coached for an entire weekend in a luxury setting on something really important in your life. And I agreed. I was like, you know what, you're right. And I'm like, okay, so I want to do a VIP weekend with you. And she's like, okay, it's $13,000. And I was like, okay, I don't have $13,000. Literally, I do not have that money in my account. I don't even have the ability, I don't think to put it on a credit card. So my option is to create the money.

Well, actually, what I see coaches do is the option for them is just not do it. Oh, I don't have the money. I don't believe I can create the money. So that's out for me. I'll just offer the VIP weekend and do it anyways, even though I have no idea what I'm doing and I don't know what the experience is like on the client side, but, you know, I'll just wing it. That's what most coaches, I see this is how they try to solve the problem. They're like, I'm just going to do it on my own. I'm going to DIY it. And you can DIY it, and you can DIY with some sort of success. But for me, it's always, I have to be in integrity with what I'm offering, and I don't like to DIY anything.

And because of that, I always have, like I've developed the skill set of, I have to create the money if I can't, if I don't have the money available to me now. But this is not just business investments. I've also had things in my life that I've really wanted. Like I want to take a $200,000 vacation.

Bonus: The Revenue Challenge

This is going to sound so crazy to all of you. But I would like to take one day a $200,000 vacation to the French Riviera and to Paris. Like I have, I don't know if we'll do it, we had planned to do it this year. I don't know when we'll do it, but I picked out the hotels and the hotels that I want, the flights that I want, the things I want to do, and I tallied it all up, and I was like, oh my God, this is a $200,000 vacation.

I have expensive taste. And I'm like, okay, like what if the solution was to just believe I could be the type of earner that creates that money and spends that money. And what if that was true for you, too, at any level in business? Think about how it would change you and your business when you can figure this out every time at every level.

I believe it creates an insane confidence inside of us. I believe that you'll never go out of business when you have this skill set. I believe your business opens up and becomes a lot more fun. I believe you become more successful quicker because the reason people struggle so much in business is because they set goals and then trying to achieve them is miserable. They decide to do a launch, and they're miserable the entire time. Like are your launches fun if you're doing launches? Do you have a good time selling?

When you need to book consults, are you excited? Does it feel fun? Like, oh, I'm going to go after this. Like I'm going to get five consults in the next 30 days. I'm going to get 10 consults in the next 30 days. Does that feel fun?

Like I was telling someone recently, I don't remember where, but I was telling them if goal setting causes you lots of stress and anxiety, this is not good if you want to be an entrepreneur. You can't be an entrepreneur who hates goal setting. You can't be an entrepreneur who has like a physiological reaction, like a physical negative response, like anxiety, waking up in the middle of the night, can't get out of bed because you're setting a goal. Like all of these, like, like really physical manifestations of stress, when you set goals, you can't be an entrepreneur. You got to be

like, oh, this isn't for me. Or you got to be, I got to figure this out if I want to be an entrepreneur.

And not just figure out how to, like, maybe the baseline is figure out how to not stress yourself into physical manifestations of stress or even just mental stress. Maybe that's the baseline of how do I do it feeling neutral. But there's a whole world available to do it when it's just fun. Like, let's have some fun making money. I want to call you all into that level of energy.

And hey, it might take you a couple of times. Right? We do this one challenge at a time inside my 200k Mastermind. I have students that come back round after round after round. And we don't just do the revenue challenge, that's not the entire Mastermind. We do it one time each six months, but the students come back and they're prepared. They're like, I've been thinking about this next challenge. I've been thinking about what I'm going to do differently. I've been thinking about how I'm going to grow this time.

So this is a process. It's not like you're going to come in and maybe you just solve it entirely one time. I don't even want to sell you that. But I want to call you into the energy of what it feels like because the moment you feel that energy, it's going to change you. And it's going to change you one challenge at a time.

And if you, you know, are not in the place where you can do 200k Mastermind, if you're not in the place where, you know, you're at the revenue to qualify or you have the money to invest, like this is the way to feel that energy. This is your chance to sample it, to experience it, to be a part of it.

You don't want to miss this because like, I just can't tell you enough how much it changes when doing a revenue challenge is fun and exciting. When setting goals feels like a good challenge, and you're up for the challenge, and you stay in it the whole time, and you don't quit on yourself. You go all the way through the finish line. You become someone different. You feel

positive energy radiating through your body. Like this, this is what we're meant to do.

This is the 14th edition of The Revenue Challenge, 14 editions. This is a tried and true process. And I think it's important to know that because it can feel scary to bet on yourself and to go in to a goal-setting situation for yourself for something really big that you want. Whether that's $50,000 in 30 days or $1000 in 30 days. The amount of money actually doesn't matter. It's meeting yourself with, can I really do this?

And I want to offer that this is the container to come in and do that. I am obsessed with teaching this. I think it is an exercise in the highest thinking, in the highest energy, in the highest empowerment that you can be in. And I have held the energy of these containers so many times that there isn't going to be something you're going to bring to me that I'm not going to have coached on before. I promise you.

There's been too many different, like the diversity of people that people that have gone through business models, stages of revenue. I do this with my 2 Million Dollar Group, too. They will be in this challenge. And I've done this Revenue Challenge publicly where people have come in who have made no money before.

And so if this is the skill that you know that you need to develop, I've been telling people, like there's just isn't a good reason not to come in and do it. So we start November 6th with call one, if you're listening to this live. And then there is going to be a bonus intro Q&A, intro plus Q&A call on November 3rd. So, for everyone that signed up by November 3rd, I'm going to do a call where I have a really fun introduction planned to get your brain thinking. And then we're going to end the call with a Q&A where you can ask me anything about the challenge.

Now, when you sign up, you get access to the 10-step challenge process right away. So I filmed it after 12 iterations before we did the 13th iteration. And so it's on demand, ready to go for you. It's going to walk you through

what the right amount of money to do is if you don't really know that right away. It's going to walk you through creating a value plan.

One of the things that people do when they do these challenges, especially if it's a lot of money and they've never made that amount of money before, is their brain will offer them a thousand steps between them and their revenue goal. I was coaching someone in my 2 Million Dollar Group once and her revenue goal, her brain was like, I have to create a book, I have to write a book, I have to create a book funnel. Like, it was this very extensive, challenging, like hundred-step process to get the result she wants.

And one of the things that is my, I think my offering to the industry is how simple and how little steps I put between me and the money I want to make, whether it's millions or like, whether it's my first million, my first 10 million, or even my first client.

If you're in 2k for 2k, if you've been in 200k Mastermind, you know this about me is that I make making money very simple. So that is woven into the process. I also teach you how to calm yourself and to stay in service and connection energy while you do the challenge. How to overcome obstacles and challenges that come up, because it is a challenge. It's called The Revenue Challenge. It's going to be challenging. And I even walk you through going through the 30 days to hit your revenue goal, no matter what, and what to do as the challenge is ending.

So you're going to get those 10 steps right away on demand. You're also going to get access to a curated library of best, like the best of challenge coaching calls from these past 13 editions. And what I mean by that is I actually went through, the first time I sold this challenge publicly, I went through every past Mastermind that I've ever done. And I found the challenge that we did, the month of selling that we did inside each of those masterminds, and I watched every single one of those calls. I'm crazy.

I wanted to find the very best of coaching and the very best of thought exercises that I offered each round. Because there is something, when I do this live, there's something that happens when I do it with each new group,

and I'm watching that particular group go through the challenge at that time of year, at that, in that year specifically, at that time in the industry, things shift, things change.

And so I'm watching the group, and I offer them something different every single time. I'll do the same with this revenue challenge as well. I'll be, a lot of the work that I do isn't actually the coaching on the calls that we're going to do. It's watching the group in the Facebook community and listening to what's coming up on the calls and in the chat. I'm constantly paying attention, and then what can I offer this specific group? What does this specific group need to hear? And so I went through every past mastermind and found those best calls and included those as part of your revenue challenge that you invest in.

You also get access to the five-day Creating Demand training. This is one of my most asked about trainings. Whether I'm, are you going to offer it again in replay, or are you going to ever do it again live?

I just took five days, a week straight, and I coached people on one thought. I am in demand. Because I really believe, if you believe that, you can create any amount of money in any amount of time frame. That's the thought that starts it all. And so you're going to get to see me coach person after person, coach after coach after coach, on the belief I am in demand. It is a profound experience. So you're going to get that as well. So you can start on that right away.

And then we launch as a group on November 6th with six calls over five weeks to support you through the process, where I'm going to be watching you, offering things to support you at the beginning of the call, and then we're just going to coach. Like, these are mainly coaching calls because the process has been recorded, where I'll just support you through the challenge. I support you in the Facebook group, I support you on the live calls.

And again, you're going to be joining my 200k Mastermind and my 2 Million Dollar Group. This is great, and there, this can be an opportunity to have a

little drama, so I just want to prepare you. It's great because you're going to get to be in the room for the, maybe the first time, with really high earners. And you're going to get to see how they think, and you're going to watch them get coached, and you're going to get to see them achieve things that maybe you didn't think were possible. And you're going to get to see them achieve things that you don't think are possible.

And I think this is a beautiful thing. Even if it causes mind drama, I remember the first time I was in my million-dollar mentoring, I spent the whole year thinking I don't belong and I'm inadequate. But because I didn't remove myself from that situation, and I met myself with those thoughts, and I worked on believing something different about myself, the next year I made 2.5 million dollars. And then I went on to sell forty million dollars of coaching in just a few years. Right? So that's the power of being willing to put yourself in a room where you feel inadequate, and you maybe feel like you don't belong.

Like this really is the container to end your year on a high and or a really powerful note. Right? Sometimes power comes in trying something really hard and going for it and not succeeding. But you find your power in those moments, too. So a high and powerful note. And to do just that, to end your year, complete your year on a high and powerful note, I'm giving you access until December 31st.

So if you join us in by November 6th, you can actually do two challenges with this one investment. And if you hear this late and you're like, Oh crap, it's mid-November and I'm just hearing this episode, you can still join us and complete a 30 day challenge. And you can jump in at any time if the live calls are still happening, or you can watch them all in replay. And if you are joining late and you're watching calls and replay, I would watch the challenge calls first, the six that we're going to do live for this particular challenge, and then, if you have extra time and you want to watch the curated library of calls, then I would do that.

If you have unintentionally or intentionally quit on your goal for this year, I just want to offer this is your chance to reignite and to consider what if your

commitment to your end-of-year goal was actually a 12-month period versus the end of the year? So that you weren't thinking during this challenge that time is up or it's running out.

We'll talk more about this in the challenge, but there was something profound that happened when I didn't make my million dollars the first year I scaled. I was at $860,000. So being $140k short was very annoying. And I was defeated in my brain was telling me, great, I have to start over, and I have to have a whole another year at this before I get the chance to achieve it.

And then I realized, wait, I could also achieve it in a 12-month rolling period. My 12-month rolling is $800,000. So what if I got that to a million? And I hit my 12-month million two months later because I decided to keep going instead of thinking I'm starting over. It's a really profound shift in thinking.

All right, so that is The Revenue Challenge. That is creating money in the next 30 days. The link to sign up is staceyboehman.com/revenuechallenge. That's staceyboehman.com/revenuechallenge.

The investment, this is an advanced course, it's a bigger investment, it's $999. My mastermind students paid $10,000 every six months to access this alongside their Mastermind. This isn't, isn't the only thing that we do, but this is a big opportunity to put yourself in the space of this advanced setting.

Now, I have been telling people you should only join this challenge if you are prepared to at least create a return on your investment. Like, if you see that it's possible, even if you've never done it before, to create at least $1000 in 30 days, I think that's the measurement for, am I ready? Is am I going to take making $1000 in the next 30 days seriously? Am I going to commit to that? Am I going to do everything in my power to make that happen? Do I see that is possible for me?

Bonus: The Revenue Challenge

And then of course, if you are going to make more than that, if being in this energy of being in this challenge of having this support, if being coached by me, being on the coaching calls, going through the process, if that's going to make you more than $1000, then 1,000% you should do it. There isn't a good reason not to. And if even if you only created $1000 more than you planned on, this would mean that you basically learned the skill sets and the lessons for free.

I remember when I was reading a book once, I can't remember which book it was, but it was about entrepreneurship, and they were talking about hiring employees, and they said if you pay an employee $100,000 and they make, because you have this employee, you make more than $100,000 than you were, then essentially that employee is free.

And I thought like that was a really great mindset to have when not just hiring employees, but when I made investments, I started thinking, oh, so if I make at least $10,000 more than I would, then I got to keep the knowledge basically for free. Like that's the way I think about it.

So I think that's a good measurement for, am I ready? Should I join? Can you make at least a return on investment? That's what I, for me, I would be like, yes, I'm going into the advanced room. And if I know that I'm going to use the container to make way more than $1000, then it's a no-brainer for me.

And you can start after we start. So again, if you're listening to this after the November 6th start date, you have extended access. You can jump in at any time on the calls. You can start your challenge at any time. You can fit one challenge in, you can go all the way through a challenge, and you know, make $10k in 40 days. You'll still be happy. You'll get that access until December 31st.

But let me just tell you, because I coached my 200k Mastermind students on this every round, I rarely give them notice for this challenge. We'll say, hey, we're doing the next month, we're doing the 25k in 30 Day Challenge, or next month we're doing The Revenue Challenge. And the reason I don't

give them tons of notice is because the point of this challenge is not preparedness. A lot of people be like, oh, I can't wait to get prepared for the challenge. And that's fine, but actually, the point of this challenge is not preparedness, right?

Because when something happens in your business that is, let's say there's, I had a $600,000 unexpected tax bill once. There was no preparedness for that. It wasn't like, oh, in six months from now, I'm going to have an unexpected tax bill. Let me go ahead and get prepared. It wasn't even 30 days from now, I'm going to have an unexpected tax bill. Let me get prepared. Let me arrange my challenge perfectly. Let me create my value plan perfectly. Let me just have lots of time to go through the process. No. Like $600,000 tax bill that you didn't expect. What?

Let's get on it right now. Create that money now. My client, who wanted to do a VIP, I remember when she asked me about it. She's like, hey, can we do that? And I'm like, yeah, let's talk, we were at the end of a cal,l and so luckily I was like, let's talk about that next week.

So I had a week to be like, okay, I've got to figure out how to do this. I'm going to do a VIP with my coach, and then I'm going to do one with her, and I'm going to pay for mine, that I don't have the money for. So I've got to come up with $13,000. And I did it in one day. Right? I've done $100k in two hours. I'm actually going to teach on that in this Revenue Challenge. I did that on this particular maternity leave that I was on. Unexpected, wasn't planning to sell this particular thing during maternity leave. I was going to do it before maternity leave, and then I had my baby 10 days early. And nothing was prepared for it.

And so I was like, all right, we're going to create a new plan that honors the fact that I'm on maternity leave, but I'm going to still sell this thing because I want my people to have access to it, and I want it to be as low a lift on me as possible. So, how do I strategically sell this out very quickly? And I'm going to teach you all how I did that.

Bonus: The Revenue Challenge

But the point is not that you have all this like runway for preparedness to go into the challenge. The point is actually to not need the runway and to make it happen on demand. Okay, so it's figuring out how to create demand in an instant, how to create money in a small amount of, a finite, small amount of time. 30 days, no runway, no preparedness. I don't have six weeks to put a launch together. I don't have 12 weeks to put a launch together. I'm doing it in 30 days. I'm doing it in one day. I'm doing it in one week.

That is the point of this challenge, despite anything you have going on, because you're always going to have things going on. Creating money on demand is never going to be like, oh, I happen to have this thing that I need to come up with money for this reason, and I have lots of time to prepare and no obstacles in front of me and nothing going on.

That is not the life of an entrepreneur, folks. It's just not. The life of an entrepreneur is, I desire this money, or I have a problem that I need to solve money with. I have no preparedness for it, and I have lots of things going on, and I want to have fun doing this because otherwise I'm going to be miserable in my business all of the time. That's what we're solving in The Revenue Challenge.

And I have used this process so many times to do that. I'm going to give you lots of examples. There are examples in the process that's already pre-recorded, and there are times that I've done that since. I've done a 2.5 million dollar challenge in 30 days. I've done $25k in 30 days. I've done $25k in a week. I've done four million dollars in a day. I've done $13k in a day. I've done $100k in two hours. Like I've done so many of these different challenges. I know that you can do it too, at whatever level that you are at.

Finally, I want to cover some questions that I've gotten since we soft-launched it to my email list and my social media. Here are the top questions that people have asked me, whether they're already my students or they've never worked with me before.

Bonus: The Revenue Challenge

How big of a goal do I need to set? So this challenge started as the 25k in 30 Days Challenge for my 200k Mastermind to help them make their investment back in 30 days. Actually, it started as the 10k in 30 Days because the investment was $10k at the time, and then it went to $25k. Now it's $10k again. But that was the original amount, 25k in 30 Days. I have seen so many people do this challenge at 25k in 30 Days, but it has evolved into so much more.

Participants come at every income level to challenge themselves to their edge. So whether you're starting at one thousand dollars and you want to challenge yourself to make your investment back in this challenge, or you want to make 2.5 million in 30 days, the process is the same. Again, my first challenge was 13k. I've done them all the way to millions.

The next question is, how do I know if I'm ready? And I've really already covered this. If you can see yourself making at least $1000 in 30 days, this is the place to come see that through. Right, even if this will be the biggest amount of money you've ever made in your business or the only money you've ever made.

Alternatively, if you have a business built on launches and you don't have a launch coming up, you would want to be willing to get creative in either pre-selling spots to your launch or selling a limited offer. There really are a lot of options. I've helped a lot of people through that, that want to do the challenge. They're excited about the preparedness, they're excited to get creative, and it really is about learning that skill of turning the money faucet on and off.

So to me, the details of the offer aren't as important. We can come up with that in the challenge. I've done this challenge for my core offers, and I've done it for special, limited events. And again, you'll see examples of that inside the challenge.

Okay, the next one is very similar to the first two. Do I need to have made a certain amount of money? And the answer is no. Again, just go back to, do I feel like I could at least shoot for $1000 at minimum in my 30-day period?

Bonus: The Revenue Challenge

And I do think the challenge is different at every income level. So if you've never made any money, that's going to be your hardest challenge that you're ever going to do.

If you're one of my 2k for 2k students, like that's the hardest part, going from something to nothing, or nothing to something. And then let's say you're at $20k, that challenge is going to be different because you've already made money, but maybe just not in a certain amount of time, like when you say you want to make it.

And then if you're at $100k or $200k, there's a different level of challenge with that. I remember doing challenges and realizing for the first time, oh, people could see me fail at this. Like my audience could see me fail at this, even if they don't know I'm doing the challenge, they could see me fail at selling something.

I remember selling a retreat and crashing and burning and being like, everybody saw this. And I had to work through that at $100k or $200k. And then at a million dollars, it's going to be like, wait, okay, how do I figure this out with everything else I have going on? Right? There's going to be different levels, and you're going to approach the challenge differently at every income level. This is why I love doing the challenge over and over and over.

The next question is, I tend to shut down under pressure and goal setting. Is this a good fit for me? And here's what I want to say. Yes. Emphatically, yes. But only if you want to end this cycle permanently and change your relationship with selling and goal setting forever.

But I'll be honest, it's going to be hard. It will require coming up against yourself a lot. It will require wanting to change and end that cycle more than you want the comfort of your habitual reactions to setting goals or to selling or both.

And I know it, if setting goals and selling feels bad, I know it doesn't feel, like you don't associate that with comfort, but really our brain wants the

most habitual reaction to happen. That is what brings us comfort. So when we get in a goal-setting situation and you go out and something similar happens, like you do a consult and they say no, your brain wants to react the same way it's always reacted. And it's going to require you to catch that, and that's what we work on, and that's what we change inside the challenge. But if you don't want to keep going through that cycle, you got to have a line in the sand that you draw to end it.

You're going to have a lot of uncertainty that you're going to come up against. This is why people don't like selling, it's why they don't like launching, it's why they don't like business, is uncertainty. And you're going to need to face that and develop tolerance for it, and we're going to build that in 30 days.

Maybe that's, it'll be the first time you've ever done that, faced it, and tolerated it. Right? You're going to need to meet lack, desperation, doubt, all of those negative emotions. You're going to need to meet them head-on and decide to be able to handle them.

But here's what I want to say, it will be hard, it will be very challenging, you will be coming up against yourself, but you'll also be in the only container focused on teaching an entire group of entrepreneurs and coaches how to do this and how to do it well.

And I hope by this episode that you've been able to hear me talk about it and know that I know what I'm talking about, and know that I understand what you're going to go through, and know that I'm going to be able to hold you through it.

Okay, the next question is, what if I don't create the money that I intend to create when I sign up? Like, I'm worried I'm going to pay this $1000, and maybe I'm not going to create the money that I want.

And I want to offer there's lots of coaching that's going to happen on this exact thing live and already in the pre-recorded modules and in the coaching calls that have already been curated. But what I will say on this

episode is that the only way you don't create the money is if you quit. The Revenue Challenge is going to guide you to keep going until you achieve it.

I always tell my students, every challenge you do is a theory. You're like, I'm going to make $10k in 30 days. That's an arbitrary number that you chose. It's a theory that you think you could do that in 30 days.

If you don't, then you keep going to figure out how long it actually took you. This creates baseline for what it actually takes. And then it gives you something to actually evaluate and build upon. So many times, our 200k Mastermind students have come in, and it's taken longer than the time they set. Then they achieve it, they evaluate it, they build upon it, they go again, and they achieve it faster. And this is normal growth. This means it is working.

But what most entrepreneurs do is they set a goal, they don't achieve it, they quit in defeat. Then, when they pick themselves up, they may start over. Typically, at this point, they double their goal to make up for what they didn't achieve the first time. Then they end up only doubling their defeat in the second fail, and then they stop goal setting and believing that they can make money on demand altogether. Is this you?

You're lowering your standard and how you think about entrepreneurship altogether, and what's possible for you, and how fast you can grow, because you failed in the past instead of, I keep going until I achieve it. I figure out, did it take 30 days or 90? And then if it took 90, great, I'm going to do it next time in 60. And then when I do it in 60, then I'm going to say, great, I'm going to do it next time in 45. And then I'm doing it in 30, and then I'm doing it in 15, then I'm doing it in a week.

And I've had so many of my mastermind students do this. They'll be like, the first time I did the challenge, it took me 56 days. The next time I did the challenge, I did it in a week. That's what happens when you do the challenge over and over, and you do this work and you actually figure it out. But we need a baseline. We need something to evaluate, we need something to build upon, and you can't evaluate quitting.

Bonus: The Revenue Challenge

You can't evaluate, I tried this goal, and I quit on it. Then I tried this goal, and I quit on it. And I tried this goal and quit on it. It's not the same as, I tried this goal, I saw it all the way through, and it took this amount of time. And here's why it took me this amount of time. And now, now that I know why it took me that amount of time, and now I see all the ways and the places that I underestimated the time, effort, and energy it was going to take to make this money. Now I know what it really takes. So I'm going to do it differently.

Like this is me in every launch I do. There's my launch plan, and then there's how it actually starts going once I'm in it, and then I do an evaluation at the end of it, and I'm like, okay, so next time this is what we want to do to get off the ground faster, to do better. And then I make more and more money that way. But this is the cycle that The Revenue Challenge works to break, is the quitting and then not getting the baseline and not learning and not evaluating, and then not being able to achieve it faster and faster and faster.

The next question is, what if I've already done the challenge with the first Revenue Challenge that you offered publicly or the 200k Mastermind? Like maybe you've been in another round before, or you did the first public challenge that I offered. And here's what I want to offer. Every time you do the challenge, you stand to get better. And getting better at creating money on demand only makes you more confident and calm in your business, and stronger and more capable of surviving anything in your business.

I've been in business 10 years, and this skill set has proven to be a lifeline in so many ways. And the reason I get to always say yes to the things that I want and need both personally and professionally is because I have the skill set, because I have the skill of creating money on demand.

This is also a skill that you can feel like you've lost the ability to do or you've hit a ceiling of what you're capable of doing. So you could have done a 25k in 30 Day Challenge and done it, but you don't repeat it. It's hit or miss. You could have done a 25k in 30 Day Challenge, but you don't believe you could do $50k in 30 days.

Bonus: The Revenue Challenge

So if you've done the challenge before, successfully or not, we want to either get you successful or we want to blow the ceiling off of what you think you're capable of. And for some of you, you really just need to tap back in.

So much of the coaching I invest in now because I'm so good at self-coaching, so much of the coaching that I spend my money on is simply tapping into energy, being in containers that help me tap in, be the best, show up the best, be the most empowered, evaluate the best, take responsibility, connect, be in service, be in connection. Like that's what I'm looking for is just being in the room, being in the energy. So some of you need to re-tap in. And some of you are going to want to expand your capacity for making more money in a shorter time. Again, maybe it's $50k in 30 days.

And the last question that I think would be helpful to answer on this episode is if you joined the first public Revenue Challenge, do you need to pay to do it again? And the answer is yes. No different than when you sell renewals for your coaching. I sell renewals into all of my advanced-level courses, my Entrepreneur Series containers, and all of my masterminds. They are energetic containers for me. I want the energy to be fresh and the students to be invested, not just doing it because it's offered again and you have access to it, but invested. There is a different energy in you that shows up, and a different energy in me when you are invested each time. And then we come together at our highest level of investment as the coach and the student to come together in this container.

And this is true for me as a student as well. I have invested over and over in the same containers. I had a one-on-one coach that I renewed for three years. I renewed every four months for three years, over and over and over and over again. I am in a container that has a bunch of courses in it and some live coaching, and I'm about to renew for that same thing for the third year in a row. I typically do things in three-year increments. And it's not, some of it is new content, like some of the courses get refreshed, and then they have coaching calls. But mostly I'm paying, and it's a lot of money, but

Bonus: The Revenue Challenge

I'm paying to tap in, to be a part of that energy, to have access to take the courses again, to go through the courses as a different version of me.

And every time for me, money is on, every time money's on the line, it means that return is on the line. And that's not a bad thing. That is a good thing. Every time you invest in something, even if it's the same thing you've already invested in, you have the opportunity to approach it as a different version of you in this current time with this current business that you have, and you have the opportunity to put money on the line to go out and commit and to get a return. Like that is important.

And then I also have three quick questions that are more tactical that I have been getting a ton. When's the last day to join? December 1st. That way, you have enough time to go all the way through a challenge.

Do you help us with offers, the offer that we're going to sell, and pricing? And do you help us with our goal? Those are the big questions I've been getting. So, do you offer, help us with offer and pricing, like what we're going to sell in the challenge? And do you help us with what our revenue goal should be? And the answer is yes, yes, yes.

So there is content in the process itself that will guide you through that. And we will also be talking about that on the Q&A call on November 3rd, and we will also be talking through that in coaching calls. We'll be talking through that in the Facebook community. I always start threads with, you know, what's your offer and what's your goal, and what's your value plan? And we just have an ability to have that discussion. So those things will be covered inside the challenge.

If you have any questions that I did not cover on this, you can email my team, support@staceyboehman.com. There is also a fact page on the sales page at the very bottom.

So if you go click on the link for the sales page, staceyboehman.com/revenuechallenge, the very, very bottom, under the sign up form, you will see an FAQ button, and you click on that, and it will

have all of the most commonly asked questions or the questions that we think you might wonder.

You can also find me @staceyboehman on IG, and I'm going to be running ask me anything stories throughout the launch. So if you want to ask me something tactical or something strategic about The Revenue Challenge that helps you jump in and get clear on it being right for you, I'm happy to answer those in my stories as well.

All right, let's go create some money in the next 30 days. I'll see you then.

Hey, if you're ready to make money as a life coach, I want to invite you to join my 2K for 2K program; where you're going to make your first $2,000 the hardest part using my simple five-step formula for getting consults and closing new clients. Just head over to StaceyBoehman.com/2Kfor2K. We'll see you inside.